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Cost of football is going up

Networks spend $55 million for rights, sponsors will pay about $107 million this year to plug their wares on professional and collegiate games

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Remember spring and summer?

They're the seasons that came this year between Jan. 21 (Super Bowl) and June 28 (Coaches All-America game). Between those dates the basketball and hockey seasons ended and the baseball and soccer seasons began. For the other six months of the year the pigskin gets punted on television screens with increasing frequency that borders on saturation.

Undaunted by the number of football games made available to the U.S. listener and viewer (and to our Armed Forces overseas), radio and television rights for the games continue to go up. For the 1968-69 season radio-TV stations, networks and independent packagers will spend $54,755,950 for game rights. The figure, compiled in BROADCASTING's annual survey, will be for football game rights to 26 professional teams and 120 major colleges and universities.

The rights total is an increase of $5,945,735 from the 1967 figure of $48.8 million. The 1968 figure breaks down to $51,160,000 from the radio and TV networks for college and pro games, an increase of 12.3% over 1967's figure of $45.5 million; $1,360,000 in local radio rights to the 16 National Football League teams; $261,000 in preseason local TV rights to the NFL clubs; $530,000 in local radio rights to the 10 American Football League clubs; $92,500 in local preseason TV rights to the AFL teams, and $1,351,950 in local radio and delayed TV rights to 120 schools.

NFL games will be heard on 702 radio stations and AFL games on 247 stations. The locally originated preseason NFL games will be shown on 60 TV stations. The college games will be heard on 2,198 radio stations and 428 TV stations will show their games, either whole or in part on a delayed basis (see page 40).

Sold for $107 Million ▪ For the purveyors of automobiles, airline tickets, insurance, soft drinks, clothing, tobacco, television sets, razor blades, gasoline, tires, beer, toiletries, power tools, appliances and assorted and sundry other goods and services, the tab for all this football is about $107 million. For that amount they may sponsor the games, the pregame and prepregame show, the half-time scores or newscast, the postgame and postpostgame show, the (even later) scoreboard and locker-room report, next day and midweek interviews with the coaches, members of the team, trainers, team physicians, groundskeepers, band directors, publicity directors, water boys, ticket sellers and the wives, children, aunts, uncles, nephews and nieces of them all.

The $107 million is not all gravy. A big hunk will be used by the broadcasters to pay off production costs in-

What networks pay for radio-TV football rights

ABC-TV	Coaches All-America Game	$ 95,000	June 28
	College All-Star Game	240,000	Aug. 2
	NCAA College Games	10,200,000	Sept. 14
	NCAA College Championships	100,000	Dec. 14
	Liberty Bowl	110,000	Dec. 14
	North-South Shrine Game	80,000	Dec. 25
	East-West Shrine Game	325,000	Dec. 28
	Gator Bowl	150,000	Dec. 28
	Hula Bowl	50,000	Jan. 4
ABC-TV Total		$11,350,000	
CBS Radio	NFL Century-Capital	(1)	Dec. 21
	NFL Central-Coastal	(1)	Dec. 22
	NFL Championship	(1)	Dec. 29
	Cotton Bowl	(1)	Jan. 1
	NFL Playoff Bowl	(1)	Jan. 5
	NFL Pro Bowl	(1)	Jan. 19
CBS-TV	NFL Pre-season Games	(2)	Aug. 11
	NFL Games	$22,000,000	Sept. 15
	NFL Century-Capitol	(2)	Dec. 21
	NFL Central-Coastal	(2)	Dec. 22
	Blue-Gray game	200,000	Dec. 28
	Sun Bowl	150,000	Dec. 28
	NFL Championship	2,000,000	Dec. 29
	Cotton Bowl	500,000	Jan. 1
	NFL Playoff Bowl	500,000	Jan. 5
	NFL Pro Bowl	700,000	Jan. 19
CBS-TV Total		$26,050,000	
MBS	Notre Dame football	60,000	Sept. 21
NBC Radio	AFL Championship	(1)	Dec. 29
	Sugar Bowl	(1)	Jan. 1
	Rose Bowl	(1)	Jan. 1
	Orange Bowl	(1)	Jan. 1
	AFL-NFL Super Bowl	(1)	Jan. 12
NBC-TV	AFL Games	9,000,000	Sept. 6
	AFL Championship	(3)	Dec. 29
	Sugar Bowl	300,000	Jan. 1
	Rose Bowl	$1,200,000	Jan. 1
	Orange Bowl	650,000	Jan. 1
	Senior Bowl	50,000	Jan. 11
	AFL-NFL Super Bowl	$2,500,000	Jan. 12
	AFL All-Star Game	(3)	Jan. 19
NBC-TV Total		$13,700,000	
Networks Total		$51,160,000	

(1) Radio rights included in TV contract.
(2) Rights included in NFL package.
(3) Rights included in AFL package.

cluding telephone lines, technicians, statisticians and the announcing teams (now known as commentators and analysts).

The power of football to draw a midsummer audience — and politicians should take it as a hint not to program their telecasts opposite games — was demonstrated on Aug. 2 when the Green Bay Packers—in what has become an annual summer social for them —destroyed the College All-Stars. Although the game on ABC was in black-and-white, since Chicago's Soldiers Field has inadequate lighting for color, it fared well in the New York Nielsens. In the comparable time period (9:30-10 p.m. EDT), it had almost twice the audience of a Richard Nixon paid political telecast on NBC. However, the big winner of that time period was a Hollywood version of World War II on CBS.

According to ABC research, the leading shares for that half-hour period were: "Torpedo Run," WCBS-TV, 30.5; *Merv Griffin*, WNEW-TV, 22.8; *All-Star Game*, WABC-TV, 15.6; *Marshall Dillon*, WOR-TV, 11.2; New York Yankees-Baltimore Orioles baseball (played in New York), WPIX(TV), 10.3; Richard Nixon, WNBC-TV, 8.8.

Higher Prices ▪ The price of football at the network level shot up again this year as CBS picked up its two-year option for the NFL for $22 million (up $2 million) and ABC took its two-year option on the National Collegiate Athletic Association games for $10.2 million (up $2.5 million). The networks also renegotiated some of their long-standing college bowl games and those prices too were elevated. In the face of higher costs, ABC and NBC, with the AFL games, are finding the going a bit tough in selling off their packages.

ABC has a flock of new features to offer in its 14-date, 35-game NCAA schedule this year. It's asking $48,000 to $50,000 per minute for the all-color lineup, which includes the NCAA games, the East-West Shrine Game and the Liberty Bowl. There are two doubleheaders on the NCAA schedule, on Nov. 16 and 23. Both will have nationally televised night games for the first time (Alabama at Miami, 8:30 p.m. EST, Nov. 16 and USC at UCLA, 6 p.m. EST, Nov. 23).

Other new features are a wild-card game under which ABC will be able to pick up one extra game on any date in addition to games already scheduled for that date, and four open games on Nov. 16. On that date ABC has scheduled regional games from four conferences but the actual games are being left open until just prior to the date.

And, still smarting under the near-1966 catastrophe in which special NCAA dispensation was required to show the Notre Dame-Michigan State game that year, ABC has again made that game part of the 1968 schedule (Oct. 26).

To date ABC has signed two national, three regional sponsors, eight sponsors for selected games and seven for the pre- and postgame show. Chris Schenkel, Bud Wilkinson and Bill Fleming will be the basic announcing crew on the NCAA games with Bud Palmer handling the postgame scoreboard.

In addition to its usual special-game lineup of the Coaches All-America, College All-Star, North-South Shrine games, Gator, Liberty and Hula Bowls, ABC has added the East-West Shrine game from San Francisco. That game had been on NBC for years. Missing from the ABC 1968 lineup is the Bluebonnet Bowl out of Houston, scheduled for Dec. 21. The game will probably wind up on some regional network this year and may be back on a national network next year.

Some Changes ▪ ABC and NBC will do more game swapping next year when NBC takes over the Gator Bowl from Jacksonville, Fla., and ABC gets a long-standing NBC staple, the Sugar Bowl from New Orleans (BROADCASTING, Nov. 27, 1967). Reasons for the switch seem obvious. ABC has acquired the East-West Shrine game, which is usually played on the Saturday between Christmas and New Year's, the same day as the Gator Bowl. Although there is a three-hour time difference between Jacksonville and San Francisco, ABC feels there would be a conflict.

Additionally, the Gator Bowl, while gaining in stature and in the caliber of teams it attracts, is still looked upon as not one of *the* major bowl games.

From NBC's point of view, it will pick up a game on a date when it has no games and give up the only head-to-head confrontation it has on New Year's Day (Sugar Bowl vs. CBS's Cotton Bowl from Dallas).

In both cases, Gator and Sugar, the bowl operators, naturally, will wind up with more money under the new network contracts.

NBC this season is offering the AFL-NFL Super Bowl as well as its regular AFL schedule to advertisers at $29,000 for one minute per game or $28,000 each for two or more minutes. However, the network says sales so far are only "fair." Aside from the $9 million NBC is paying for the AFL games, it is paying $2.5 million for just the Super Bowl. (Next year CBS will get that game again for the same price.)

The NBC professional schedule calls for 66 games, all in color, including 13 doubleheaders on Sundays and Thanksgiving Day; a Friday night (Sept. 6) opener with Cincinnati, the AFL's newest club, at San Diego, and a Monday night (Sept. 9) game with Kansas City at Houston.

At the collegiate level, NBC will again have the Senior Bowl and its New Year's Day trio of the Sugar, Orange and Rose Bowls. Rights to the latter two have been increased this year a total of $500,000. The Jan. 1 games are reported 75% sold.

For its regular AFL postgame *Pro Football Report*, NBC has signed Metropolitan Life Insurance Co. through Young & Rubicam as sole sponsor. Pat Hernon will handle the show.

The AFL announcing crew will again have Curt Gowdy, Jim Simpson and Charlie Jones on play-by-play with Kyle Rote, George Ratterman and Elmer Angsman returning as color men. The new face on that squad will be Al DeRogatis, who had been on WNEW's announcing team for New York Giants games.

Christman Switches ▪ Missing from the NBC squad—and from the AFL since that league was founded in 1960—will be Paul Christman, considered by most observers as the most candid and best color man in the business. Mr. Christman was signed away in the spring by CBS, which added him to the NFL crews at the same time it chopped its announcing teams in half (BROADCASTING, April 29).

CBS is now paying $22 million for the regular and preseason NFL games, and when the rights for the NFL postseason contests are added in the network winds up putting $25.5 million in NFL hands. The network, which has been selling its prime football minutes at $70,000 per, has been looking for ways to cut back on expenses. One approach, cutting out affiliate payments, met with widespread resistance from the affiliates and was dropped. A second approach, although not publicly labeled as such, and one that was much more successful, was to cut down on the number of announcers being used. With 16 announcers and 16 color men on the payroll last year CBS was estimated to have paid them between $350,000 and $425,000 per season. That figure has roughly been halved under the new announcing lineup, which calls for eight two-man teams, one team per game.

The announcing teams: Jack Buck and Pat Summerall, Don Criqui and John Sauer, Jack Drees and George Connor, Frank Glieber and Eddie LeBaron, Lindsey Nelson and Tom Brookshier, Ray Scott and Paul Christman, Chuck Thompson and Lenny Moore, Jack Whitaker and Frank Gifford. Mr. Gifford will handle the half-hour pregame show, while the postgame show will be handled by eight regional an-

These sponsors pay the bills for radio-TV network football

Alcoa (KM&G)	CBS	NFL preseason
Allstate Insurance (Burnett)	NBC	Sugar Bowl
American Airlines (DDB)	CBS	NFL
American Tobacco (Gardner)	CBS	NFL pregame
Amoco (D'Arcy)	CBS	NFL regional
AT&T (Ayer)	ABC	NCAA pre- and post-game and games
		NFL
Aurora Plastics (Adams, Dana & Silverstein)	CBS	
Bell & Howell (M-E)	CBS	NFL
Black & Decker (Van Sant Dugdale)	CBS	NFL pregame and game
Bristol-Myers (Grey)	CBS	NFL preseason
Buick (M-E)	NBC	Sugar Bowl
Bulova Watch (DDB)	CBS	NFL pregame
Carter-Wallace (Carl Ally)	ABC	NCAA
	CBS	NFL preseason
Cessna Aircraft (Gardner)	CBS	NFL pregame
Champion Spark Plug (JWT)	CBS	NFL
Chevrolet (C-E)	ABC	NCAA
Chrysler (Y&R)	NBC	Rose Bowl, AFL, Super Bowl
Cluett-Peabody (Y&R)	CBS	NFL
Coca-Cola (M-E)	NBC	Orange Bowl
Commercial Credit (Doner)	ABC	NCAA pre- and post-game
		NFL postgame
Consolidated Cigar (David, Oksner & Mitchnick)	CBS	
Continental Insurance (DDB)	CBS	NFL preseason and games
DuPont (Ayer)	CBS	NFL preseason
Emerson Electric (Daniel & Charles)	CBS	NFL pregame and games
Firestone (C-E)	ABC	NCAA pre- and post-game
	CBS	NFL preseason, pre-game and games
Ford (JWT)	CBS	NFL
	Mutual	Pregame
General Aniline (Daniel & Charles)	CBS	NFL pregame and games
General Motors (MJ&A)	ABC	NCAA
Gillette (BBDO)	ABC	NCAA pre- and post-game
	CBS	NFL preseason
	NBC	Rose Bowl
B. F. Goodrich	Mutual	Notre Dame
Goodyear (Y&R)	CBS	NFL preseason and games
	NBC	Orange Bowl
Hamm Brewing (C-M)	CBS	NFL regional
Hartford Insurance (LaRoche, McCaffrey & McCall)	NBC	Orange Bowl
Humble Oil (M-E)	CBS	NFL preseason
IBM (Carl Ally)	ABC	NCAA
INA (Ayer)	ABC	NCAA
Jackson Brewing (Rockwell, Quinn & Wall)	CBS	NFL regional
John Hancock (M-E)	CBS	NFL preseason post game
Liggett & Myers (Compton)	CBS	NFL preseason, pre-game and games
Lincoln-Mercury (K&E)	CBS	NFL pre- and post-game
Marathon Oil (C-E)	CBS	NFL regional
McGreggor Doninger (Caldwell & Davis)	CBS	NFL preseason
Metropolitan Life (Y&R)	NBC	AFL postgame (total)
Miller Brewing (Mathisson)	NBC	AFL
National Airlines (PKL)	NBC	Sugar Bowl
National Brewing (Doner)	CBS	NFL
	NBC	AFL pre- and post-game
		NFL regional
New York Life Insurance (Compton)	CBS	NFL
Norelco (LaRoche, McCaffrey & McCall)	CBS	NFL
Northwest Bancorp. (C-M)	CBS	NFL regional
Noxell (Esty)	CBS	NFL preseason
Olympia Brewing (Botsford, Constantine & McCarty)	CBS	NFL regional
Pabst (K&E)	NBC	Sugar Bowl
Pacific Northwest Bell (M-E)	CBS	NFL regional
Pan American World Airways (JWT)	ABC	NCAA
Phillips Petroleum (JWT)	NBC	AFL, Super Bowl
Polaroid (DDB)	ABC	NCAA
	CBS	NFL
Pontiac (MJ&A)	CBS	NFL
	NBC	Orange Bowl
Quantas Airlines (C&W)	CBS	NFL preseason
Rayette (Nadler & Larimer)	CBS	NFL preseason
RCA (JWT)	NBC	AFL, Super Bowl
R. J. Reynolds Tobacco (Esty)	ABC	NCAA
	CBS	NFL
	NBC	Orange Bowl, Sugar Bowl
Royal Typewriter (Grey)	ABC	NCAA pre- and post-game
Savings and Loan Association (M-E)	CBS	NFL preseason
	NBC	Orange Bowl
Schmidts Brewing (Bates)	CBS	NFL regional
Seaboard Finance (FC&B)	CBS	NFL regional
Shell Oil (O&M)	CBS	NFL preseason
Schick Electric Inc. (DFS)	NBC	AFL
Schick Safety Razor (Compton)	NBC	AFL
Skil (FS&R)	CBS	NFL pregame and game
	NBC	AFL
State Farm Insurance (NHS)	CBS	NFL
	Mutual	Notre Dame
Stewart Warner Corp. (Earl Ludgin)	NBC	AFL
Stroh Brewing (Zimmer, Keller & Calvert)	CBS	NFL regional
Sun Oil (Esty)	ABC	NCAA regional
Sunbeam (FC&B)	CBS	NFL
Sunray DX (Gardner)	ABC	NCAA regional
Trans World Airlines (FC&B)	NBC	AFL, Super Bowl
Travelers' Insurance (Y&R)	CBS	NFL
Union Carbide (Esty)	ABC	NCAA
	Mutual	Half time
	NBC	AFL
United Air Lines (Burnett)	ABC	NCAA pre- and post-game
	CBS	NFL preseason, pregame and game
	NBC	Orange Bowl
United California Bank (Erwin Wasey)	ABC	NCAA regional
Waterman Bic (Bates)	CBS	NFL preseason
Wembley Tie (Peter Mayer)	CBS	NFL pregame
Weyerhaeuser (Cole & Weber)	CBS	NFL regional
Wilkinson Sword (Bates)	CBS	NFL preseason
W. F. Young (JWT)	CBS	NFL preseason
Zenith (FC&B)	CBS	NFL

COST OF FOOTBALL IS GOING UP continued

nouncers.

CBS is selling its NFL coverage this year in three packages: five preseason games at $35,000 a minute; a "red" package of 15 Sunday games and five post-season games at $70,000 a minute, and a "white" package of 11 games at $50,000 a minute. The pregame show goes for $30,000 a minute and the postgame show for $37,500 a minute.

The red and white packages are about 65% sold and the others about 80% at this point.

Overall CBS is showing five preseason games; 110 regular-season games, including two night games, two Saturday games, a Thanksgiving Day doubleheader and Sunday doubleheaders Nov. 3-Dec. 15.

On the network's nonpro postseason list are the Cotton Bowl, Blue-Gray game and the Sun Bowl. The latter was on NBC two years ago, went to a regional network last year and is coming to CBS for an estimated $150,000. That game is scheduled for El Paso Dec. 28.

One big problem, still being worked on behind the scenes at CBS and NBC, is the concern of the networks over what will happen when their pro football contracts expire after the 1969 season. Pro football Commissioner Pete Rozelle has strongly indicated that he would like to see more games in prime time, and get more money for the teams, moves the networks have not been overly enthusiastic about.

Three years ago, before CBS signed its new contract with the NFL and before the AFL and NFL had effected a merger, Mr. Rozelle went to CBS with demands for more money, and, without saying so in so many words, implied that he would start his own football network if he had to produce the income he felt the league warranted. Whether it was just a smokescreen or whether he was ready to fulfill the promise of creating a special network are questions only historians will answer.

New Network? ▪ But in 1968 there are underlying currents that the boss of pro football again may be getting ready to threaten creation of his own network if CBS and NBC don't view the picture his way. There have been estimates that Mr. Rozelle could set up full-color coverage of all games (as the networks do now), sell time for less than some sponsors now pay and get the stations to bid for the games in their market. Out of all this he may well produce as much, if not more, income for the teams than they now receive.

Those who think pro football may go this route received support in their opinions when Mr. Rozelle earlier this year hired Robert Cochran as broadcast consultant. Mr. Cochran had been general manager of CBS-owned WBBM-TV Chicago and has the contacts one would need to get such a plan in operation.

On the radio network side, Mutual has a two-year contract for the Notre Dame games which had been on ABC in past years. In picking up Notre Dame, Mutual has given up the Liberty, Bluebonnet and Sun Bowls which it had last year.

State Farm Insurance through Needham, Harper & Steers and B. F. Goodrich through BBDO are each sponsoring one-quarter of the games. The remainder is being sold locally. Van Patrick, Al Wester and Bill Etherton will call the games.

A 10-minute pregame *Ara Parseghian Show,* featuring the Notre Dame coach, will be sponsored by Ford through J. Walter Thompson. A five-minute halftime newscast has been bought by Union Carbide through William Esty.

Another game which Mutual had through 1966 and then dropped last year, the Army-Navy game, has been sold to James Ellison Enterprises and that firm will create a special network for the annual contest.

A new bowl game, approved by the NCAA this year, is the Peach Bowl scheduled as a Dec. 30 night game from Atlanta. TV Sports Inc. has picked up the rights to the game and plans to feed it to 150 stations. Reportedly the game is half sold.

The sponsors who are footing the bill for all this football on the networks totalled 86 last week. That covered the preseason, regular-season and postseason games, pregame and postgame shows. Last year at this time, 83 sponsors had gone to the dotted line.

Only four clients are tri-network sponsors this year compared with eight last year. This year's group is Gillette through BBDO; R. J. Reynolds and Union Carbide through Esty, and United Air Lines through Leo Burnett. Another six sponsors have signed for time on two networks.

The biggest category of sponsors this year is insurance with nine firms buying time. Other major categories of network sponsors are gasoline and beer, eight each; automobiles, seven; airlines, six, and tobacco, four.

Agencies, advertisers and networks have maintained for years that on a demographic breakdown the football audience is a high-income one. That must be true. Buying into network sponsorship this year are Cessna Aircraft through Gardner Advertising and International Business Machines through Carl Ally. Neither makes items that will be found on plain pipe racks in bargain basements.

NATIONAL LEAGUE

Atlanta Falcons ▪ WQXI Atlanta now has over 50 stations on the Falcons radio network and expects to have about 60 stations by the time the season begins. The network covers Alabama, Florida, Georgia, Tennessee and the Carolinas and will have five exhibitions plus the regular season Falcons' games, all for local sale. Also fed to the network for local sale are 15-minute pregame and postgame shows. Network stations also have the option to pick up a pre-pregame show featuring Falcon Coach Norb Hecker. Game sponsors on WQXI include Ford Dealers through J. Walter Thompson; Sinclair Refining through Cunningham & Walsh; Midas Mufflers through Neal, Battle & Lindsey; Dayton Tire & Rubber through Barnett Advertising; Econo-Car Corp. through J. S. Fullerton; Kentucky Fried Chicken through Davis Advertising, and Ply-Gem Paneling Studios through Venet Advertising. Jack Hurst is doing play-by-play and Bud Erickson is handling color.

WAGA-TV Atlanta is carrying the five

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preseason games, all live except the one game to be played in Atlanta that will be taped for next-day showing. Sponsors include Sinclair Refining and Western Electric through Cunningham and Walsh; Pabst Brewing through Kenyon & Eckhardt; Eastern Air Lines through Young & Rubicam; Burlington Mills through Doyle Dane Bernbach; Allstate Insurance through Leo Burnett; Atlanta Buick Dealers through Scofield, Braselton and Williams; First National Bank of Atlanta through Marschalk, and Kahn Meats through McRae & Bealer. Preceding the exhibition games is a 30-minute *Falcon Facts* show. Before each of the regular-season NFL games from CBS, a 15-minute *Falcon Faces* carried. During the week WAGA-TV will carry the *Norb Hecker Show*, 10-minutes on Monday and Friday nights. Ed Thilenius and John Sauer are calling the preseason games.

Baltimore Colts ▪ WCBM Baltimore is feeding the Colts' 20-game schedule, including six exhibitions, to a radio network of more than 75 stations in 12 states from Maine to North Carolina. Participating sponsors on WCBM include National Brewing and Commercial Credit through W. B. Doner; Humble Oil through McCann-Erickson; American Express through Ogilvy & Mather; Utz Potato Chips through Torrieri-Myers. Locally, WCBM is carrying a 15-minute pregame *Colt Kickoff*, sponsored by the First Federal Savings & Loan through Herman Ehudin Advertising; a 10-minute pre-pregame *Johnny Unitas Show*, sponsored by Eastern Air Lines through Young & Rubicam, and the postgame *End Zone* sponsored by D & H Distributing through George Roman Advertising. Bill O'Donnell and Jim Karvelas are handling the play-by-play and color.

WMAR-TV Baltimore is carrying three preseason games, two in color. Sponsors are Western Electric (one-half) through Cunningham and Walsh, and National Brewing and Commercial Credit (one-quarter each) through Doner. Bill O'Donnell and Jim Mutscheller are doing the games. Prior to the regular-season NFL games, the station will carry *Football Preview* in two 15-minute segments. One segment will be sponsored by Norelco through Torrieri-Myers. The other has been sold as participations. A half-hour Monday night series, *Corrallin' the Colts* will be cosponsored by National Brewing and First National Bank, both through Doner.

Chicago Bears ▪ There is a good chance of a radio network for the Bears this season, based on the number of inquiries received by WGN Chicago which again is airing two preseason and 14 regular-season contests. Details are not set. For the 23d year the basic rights owner, Standard Oil Division of American Oil Co., through D'Arcy Advertising, is taking one-third as is G. Heileman Brewing through McCann-Erickson and Household Finance Corp. through Needham, Harper & Steers. Robert Hall Clothes through Arkwright Advertising is sponsoring the warmup show. A new half-time program has been added, sponsored by Liggett & Myers for Alpo dog food through Wightman Inc. Montgomery Ward through Lilienfeld will sponsor the postgame *Scoreboard*. Jack Brickhouse is doing play-by-play with Irv Kupcinet on color.

WBBM-TV Chicago is carrying four preseason Bears' games all in color. Sponsors each with one-quarter are Shell Oil through Ogilvy & Mather and Heileman through M-E. Remaining one-half is participations. The regular-season pregame show, *Eye on the NFL*, will be sponsored by Citgo through Grey Advertising. Ray Scott is doing play-by-play for the Bears with Paul Christman handling color.

CATV's promote football

Cable TV operators who carry professional football games now have access to a topical promotional item tailored, in part, to their particular service.

Daniels Management Co., a Denver-based management and consultant firm, has contracted with publishers Sports Underwriters Inc., Dallas, as distributors within the CATV industry of official 1968 yearbooks of the American and National Football Leagues. The yearbooks include an eight-page primer on cable television.

Daniels is also providing on firm orders for the yearbooks a promotional kit, including print ads, radio spots and direct-mail pieces. The AFL-NFL yearbooks are being offered to CATV's at $1 per 100 copies (they regularly sell for about $2), and the promotion has reportedly attracted firm commitments from multiple-CATV-owners Gencoe Inc. and Telesystems Corp.

Cleveland Browns ▪ WHK Cleveland, outbidding WERE there with a new three-year radio contract that includes heavy on-air and other promotion as well as the usual financial terms, is originating a network of about 45 radio stations for five exhibition and the regular-season games of the Browns. Two sponsors taking one-quarter each on the network are Standard Oil of Ohio through Marschalk and Duquesne Brewing through Admark Co. Local WHK sponsors taking one-quarter each are Household Finance Corp. through Needham Harper & Steers and Cleveland Oldsmobile Dealers through Grider Associates. A pre- and postgame package on WHK is being sponsored by Retail Clerks Local 880 through Jack Sharp Associates; American Express through Ogilvy & Mather; Palevsky Hardware through Axel & Brown and East Ohio Gas Co. through D'Arcy. A pregame *Blanton Collier Show* on WHK will be sponsored by Arby's Restaurants through B & R Advertising while a Monday-Friday night time show by Mr. Collier is sponsored by Union Commerce Bank through Meldrum & Fewsmith. Two half-time features also are sponsored locally on WHK. A half-time news show has been taken by Uncle Bill's Stores through Lawrence Goldstein Advertising while the half-time sports scores shows has been sold to Cleveland Chrysler-Plymouth Dealers through Young & Rubicam. Radio announcers are Gib Shanley and Jim Graner. WJW-TV Cleveland is airing two exhibition games this year apart from the regular network series.

Detroit Lions ▪ WXYZ Detroit won competitive bidding for origination of a radio network for the Lions this year (plus option for next season too) and is feeding five exhibition plus regular-season games to about 40 stations. WXYZ's offer of extensive promotion, including contests, magazine exposure and reportedly 200 spots monthly on WXYZ-TV, won its rights to the games, ending a long-standing Lions association with WJR Detroit. Because of Detroit Tigers baseball, WJR had not been able to air preseason events or several early regular games which were

aired by WWJ Detroit. Marathon Oil, which holds rights, has taken one-half network sponsorship through Campbell-Ewald. One-quarter network sponsorship each has been taken by Ford through J. Walter Thompson and Associated Brewing Corp. through Burton Lachiusa Schigian for Pfeiffer and Drewry's beer. Local pregame and postgame features, as a package, are being co-sponsored by Monroe Auto Equipment Co. through Aitken-Kynett, Bank of Commonwealth through MacManus John & Adams, Little Caesar's through Fred Yaffee Advertising and Robert Hall Clothes through Arkwright Advertising. Van Patrick is doing play-by-play with Bob Reynolds handling color.

WJBK-TV Detroit will air only one preseason game locally this year apart from regular CBS-TV schedule. The Sept. 7 game will be sponsored by Marathon Oil through C-E, Ford through JWT and Altes Beer through W. B. Doner. Van Patrick is doing the play-by-play with Sonny Grandelius handling color. During the regular season WJBK-TV will have a pregame feature sponsored by Security Bank through Don Landy Advertising.

Dallas Cowboys ▪ KFJZ Forth Worth is originating the Cowboys' 20-game schedule, including six exhibitions for a football radio network of about 80 stations in Texas, 30 in Oklahoma and 30 in Arkansas; the total is more than double the 1967 station roster of 61 stations. The Texas stations are being fed through the Texas State Network. Network sponsors are Lincoln-Mercury Dealers through Kenyon & Eckhardt and Jos. Schlitz Brewing through Leo Burnett, each one-fourth. The remaining half is sold locally. Texaco through Benton & Bowles is the network sponsor of the 10-minute postgame show. Also to be fed to the network is a 10-minute pregame show and a Monday-Saturday, five-minute show. Bill Mercer is doing play-by-play and Blackie Sherrod is handling color.

KRLD-TV Dallas-Fort Worth is carrying the six Cowboys' preseason games (two from Dallas on CBS-TV will be shown on KRLD-TV on a one-day delay) plus the regular-season NFL games. All the exhibitions are to be in color. Lone Star Brewing through Glenn Advertising is one-half sponsor of the exhibition games with the remainder sold as participations. Frank Glieber and Eddie LeBaron are handling nonnetwork exhibitions. KRLD-TV will have *The Tom Landry Show*, a half-hour program with the Cowboys' coach before regular-season games, sponsored by Earl Hayes Chevrolet. It will also carry a Monday-Friday, 10:35-10:40 p.m. *Dallas Cowboys* strip sponsored by Sanger-Harris Department Stores and a Wednesday 10:40-10:55 p.m. *Don Meredith Show* sponsored by Serta Mattress Co.

Green Bay Packers ▪ WTMJ Milwaukee again is originating a radio network of a half-dozen Wisconsin stations plus a bonus network of about another 20 radio outlets for five exhibition games and the 14 regular-season games. Thorp Finance has renewed on the network through Klau-Van Pietersom-Dunlap for one half while Blatz Beer through Kenyon & Eckhardt and Humble Oil through McCann-Erickson each take one quarter of the network. The pregame *Packers Preview* has been renewed by Jay Foods through Lilienfeld and the postgame scoreboard will be sponsored by American Express through Ogilvy & Mather. Ted Moore will do play-by-play and Terry Bledsoe will do color.

WBAY-TV Green Bay once again is taping three exhibition games for a five-station TV network, each with local sponsors. On WBAY-TV the exhibition events are being sponsored one-quarter each by Blatz through K & E, Ford Dealers, Savings and Loan Association, and Northrup King Dealers Association, all three direct. Al Samson is doing the play-by-play. In previous years WBAY-TV has packaged on video tape the *Vince Lombardi Show* for regional syndication. The new coach, Phil Bengtson, is featured in a similar new package that is being planned but not yet sold.

Los Angeles Rams ▪ KMPC Los Angeles, now in the first year of a new two-year contract, has carried the Rams games for 20 years, continuously since 1954. KMPC is feeding the six exhibition games plus the regular schedule to a radio network of 22 stations in California, Nevada, Arizona, Hawaii and Alaska. This regional network has increased by three stations this year. Because of early season conflicts with broadcasts of California Angels baseball games, five Rams games are being carried on KABC Los Angeles. Some of the other network stations that have similar conflicts are carrying the football games on a tape-delay basis. Dick Enberg and Dave Niehaus are calling the games. Four advertisers equally share the sponsorship of the Rams broadcasts: Chevron Dealers/Standard Stations through BBD&O; Household Finance and State Farm Insurance, both through Needham, Harper & Steers, and Jos. Schlitz Brewing through Leo Burnett. The *George Allen Show*, a 10-minute program with the Rams coach, is sponsored by Adohr Milk Farm through Stanford Agency. *Rams Warmup* is sponsored by Colonel Sander's Kentucky Fried Chicken out of Davis, Johnson, Mogul & Colombatto. The postgame *Rams Report* is sponsored by Western Air Lines out of BBD&O. Sponsorship for all of these pregame and postgame shows is on KMPC only. All but the *George Allen Show* are fed to the regional network but sponsorship is picked up locally.

KNXT(TV) Los Angeles is carrying the Rams' six preseason games, all in color on a delayed basis. Gil Stratton is doing play-by-play with Don Paul handling color. Sponsors include Volkswagen Dealers of Southern California through Doyle Dane & Bernbach; Shell Oil through Ogilvy & Mather; and Theo. Hamm Brewing through Campbell-Mithun. KNXT also will carry the CBS-TV NFL games.

Minnesota Vikings ▪ WCCO Minneapolis-St. Paul is originating a regional radio network of 35 stations for five exhibition games and the regular season with North Star Features again handling the network packaging. Hamm's Beer through Campbell-Mithun takes one-eighth on the network except WCCO and the rest is sold locally. On WCCO the games are split equally between Twin City Ford through J. Walter Thompson and Midwest Federal Savings and Loan through M. R. Bolin. The pregame *Bud Grant Show* is sponsored on WCCO by Jacob Reis Bottling Co. through Ray Jenkins Advertising while the pregame *Fan in the Stands* will be co-sponsored by Blue Flame Gas through Kaufman Agency and F. C. Hare-RCA through Strandberg Associates. The postgame scoreboard is being sponsored by Quarterback Sports Federation Restaurants through Lohn-Daline & Associates. Ray Christiansen will handle play-by-play with Paul Giel on color.

KSTP-TV Minneapolis-St. Paul this year is airing two exhibition events and has sold one-half to Western National Bank through Campbell-Mithun. The other half is open. WCCO carries the

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COST OF FOOTBALL IS GOING UP continued

regular-season NFL games from CBS.

New Orleans Saints ▪ WWL New Orleans is originating the Saints' schedule, including six exhibitions to a radio network of 45 stations in Louisiana, Mississippi, Florida, Alabama, Texas and Arkansas. Falstaff Brewing through Foote, Cone & Belding owns the game rights and is co-sponsor with Humble Oil through McCann-Erickson. A 15-minute pregame and a 15-minute postgame show are also set for the network. Al Wester and Maury Magill are doing play-by-play and color. Related shows on WWL, during the week include *Coach Tom Fears Show*, 14 five-minute features weekly plus a 15-minute Saturday show; twice daily Bill Kilmer training camp reports; 10 five-minute shows weekly and two 15-minute weekend shows with Steve Stonebreaker.

WWL-TV New Orleans is carrying the Saints' six exhibition games plus the regular-season CBS schedule. Preseason sponsors are Texaco through Benton & Bowles and Jax Beer through Rockwell, Quinn & Wall, each one-fourth; Allstate Insurance through Leo Burnett, Galey & Lord Slacks through Doyle Dane Bernbach, Royal Crown through D'Arcy Advertising and Ford Dealers through J. Walter Thompson, each one-eighth. John Ferguson is doing play-by-play and Hap Glaudi is handling color. Regular-season programs include a half-hour Saturday show with Coach Fears and a 15-minute pregame Sunday show with Steve Stonebreaker. Burger King through BBDO has one-third of the Sunday series.

New York Giants ▪ WNEW New York is covering the 14-game regular schedule and four-game preseason schedule, in the first year of a new three-year contract. Sponsors for the games are Manufacturers Hanover Trust through Young & Rubicam; Ford Dealers and Liggett & Myers, through J. Walter Thompson, and Trans World Airlines through Foote, Cone & Belding. Marty Glickman, Chip Cipolla and Charlie Conerly are calling the games. The pregame *Pro Football Report*, a half-time show and the postgame *Locker Room Report* are cosponsored by Life Assurance Society of the U.S. through FC&B and American Express through Ogilvy and Mather.

The special Giants radio network will be fed the 18-game schedule, including four exhibitions, to about 80 stations on the East Coast. Sponsors are Mobil Oil through Doyle Dane Bernbach; Roi Tan Cigars through Gardner Advertising, and Schaffer Beer through BBDO. Pregame and postgame shows are also to be fed to the network. Woody Erdman, Dick Lynch, and Ted Hodge announce the games.

WCBS-TV New York is broadcasting three Giants' preseason games plus the regular CBS feed of NFL games. Sponsors are Avco Corp. through McCann-International; Shell Oil through Ogilvy and Mather, and Jos. Schlitz Brewing through Leo Burnett. Jack Whitaker handles play-by-play.

Philadelphia Eagles ▪ WCAU Philadelphia is broadcasting five preseason and 14 regular-season games to an 18-station radio network in Pennsylvania, Delaware and New Jersey. Chrysler-Plymouth through Young & Rubicam, and Schafer Beer through BBDO each have one-fourth and one-half is sold locally. Andy Musser and Charlie Gauer are calling the games. Sponsors of the pregame *Around the NFL* are Harvesons' Dairy through Stanford Agency, United Air Lines through Clinton E. Frank Inc. and Hanover Shoes through W. B. Doner. Postgame show sponsors include Jackie Gordon through Harold S. Gilbert, Standard Brands through J. Walter Thompson and Harvesons' Dairy through Stanford Agency.

WCAU-TV is telecasting five of the Eagles preseason games. Sponsors include American Oil through D'Arcy, Sun Oil through Doyle Dane Bernbach, Western Savings through Louis and Gilman and Resco Stereos through Gordon Fredricks. Tom Brookshier and Stu Nathan call the games.

Pittsburgh Steelers ▪ KDKA Pittsburgh and a 34-station radio network in West Virginia, Ohio and Pennsylvania are carrying the five exhibitions and 14 regular-season Steeler games. Sponsors, each with one-fourth are Duquesne Beer through Lando, Lincoln-Mercury through Kenyon and Eckhardt and Associates Finance. Pregame and postgame shows, each 15

minutes also go to the network. Tom Bender and Jack Fleming are doing play-by-play and color. The weekly *Bill Austin Show* featuring the Steelers' coach, is sponsored on KDKA by American General Life through Sykes Advertising.

Because of conflicts with the Pittsburgh Pirates baseball schedule, three preseason and two regular-season Steelers' games are being carried on WJAS Pittsburgh.

KDKA-TV Pittsburgh is originating the five preseason games, four of them in black-and-white and several will be shown on a delayed basis. In addition to the regular NFL games from CBS, KDKA-TV will originate for local showing the Steelers Oct. 5 Saturday game with Cleveland.

Stu Nathan and Frank Glieber are doing play-by-play and Dick Stockton is handling color.

St. Louis Cardinals ▪ KMOX St. Louis is originating a radio network of more than 40 stations in six states for five exhibition events plus regular season. On KMOX the games have been sold one-fourth to General Finance through Post Keyes Gardner and one-eighth each to General American Life through Frank Block Agency and Mercantile Trust through D'Arcy Advertising. One-half is still open. The pregame *Cardinal Spotlight* on KMOX has been sold to Hamilton Jewelry and Associated Finance through Campbell-Mithun. Another pregame show, *Coach's Corner*, has been sold to Kroger placed direct.

Post-game *Star of the Game Show* is still open. Ray Geracy is doing radio play-by-play with Ron Jacober on color.

KMOX St. Louis is airing four exhibition events this year as well as the NFL network games. Local exhibition game sponsors are Southwestern Bell for one-half through D'Arcy Advertising. Lacede Gas for one-quarter also D'Arcy, and one-quarter participations. Frank Glieber handles exhibition play-by-play with Les Carmichael on color.

San Francisco 49ers ▪ A 20-game including six exhibitions, 49er broadcast schedule is lined up this fall on KSFO San Francisco and the Golden West Radio Network. This schedule is being piped to 12 station basic and bonus network in California and Nevada. In addition the games have been offered for local sponsorship to KGU Honolulu, KUAM Agana, Guam, and to the Alaska Broadcasting System (regular season games only to the last-named). Lon Simmons and Hugh McElhenny announce the games. Sponsors of KSFO and the regional network are Chevron Dealers/Standard Oil of California through BBDO; Chrysler-Plymouth Dealers and Bristol-Myers through Young & Rubicam and United Vintners (Italian Swiss Colony Wine) through Honig-Cooper & Harrington. Household Finance through Needham, Harper & Steers, and Sprecklers Dairies through Stanford Agency will sponsor pregame and postgame shows.

KTVU(TV) Oakland-San Francisco is carrying three preseason games, two live and one taped-delay. The two live telecasts are in color. These preseason games are being carried on a participating basis. Bud Foster handles the play-by-play and Gordy Soltau providing color.

KPIX(TV) San Francisco will carry the CBS-TV NFL schedule. It also will do a locally originated pregame show throughout the season.

Washington Redskins ▪ Now in its fifth year for the Redskins, WMAL Washington will again feed that team's exhibition and regular schedule to a radio network of more than 30 stations in Maryland, Virginia, West Virginia, Pennsylvania and North Carolina. The games are being sponsored by Washington Gas Light through Ehrlich-Linkens, Ford through J. Walter Thompson and Sears, Roebuck, each one-fourth; American Express through Ogilvy & Mather and Suburban Trust through Kal and Merrick, each one-eighth. Steve Gilmartin and Mal Campbell are doing play-by-play and color. Pregame and postgame shows will be locker-room postgame feeds by Chris Hanburger and a Thursday night half-hour show with Coach Otto Graham.

WTOP-TV Washington is carrying four preseason games, all in color. Philip Morris through Leo Burnett and National Brewing through W. B. Doner each have one-fourth. Bill McColgan is doing play-by-play and Sam Huff handles color. Prior to the regular-season NFL schedule from CBS, WTOP will have a show with Coach Graham to be sponsored by the American Motors Rambler Dealers through Lewis & Dubrow.

AMERICAN LEAGUE

Boston Patriots ▪ WBZ Boston, in theh final year of a three-year contract, is originating four preseason and 14 league games for a three-station radio network. Contract renewal may depend on whether the Patriots get a new stadium home. The Pats now call Fenway Park (capacity 36,498) their home ground but there have been reports that team may leave Boston if a new, larger stadium is not built. Bob Starr and Gil Santos are again calling the games. Sponsors are Public Finance through Winius-Brandon, Chrysler-Plymouth through Young & Rubicam, Liberty Mutual through BBDO and Schlitz Beer through Mace Advertising. Pregame and postgame show sponsorship was bought by New England Telephone and Telegraph through Harold Cabot.

WBZ Boston will again carry the NBC-TV AFL feeds.

Buffalo Bills ▪ WBEN Buffalo is originating five preseason and the 14 regular-league games for a 23-station statewide network fed by WBEN-FM. Sponsorship is not yet completed. Van Allen and Stan Barron are calling the games. The pregame show sponsor is Milk for Health on the Niagara Frontier Inc., placed direct. The postgame show sponsor is Harvest Markets through Stahlka, Faller and Klenk.

WKBW-TV Buffalo is carrying three preseason games, with sponsorship incomplete at present. Rick Azar calls the games. WGR-TV Buffalo takes the NBC-TV regular season feeds.

Cincinnati Bengals ▪ This new AFL team was launched with extensive broadcast promotion support from WLW and WLWT(TV) Cincinnati whose operator, Avco Broadcasting Corp., holds basic three-year rights for both radio and TV. WLW is feeding five exhibition and regular season games to a network of about 50 stations in Ohio, Kentucky, West Virginia, Indiana and Michigan. WLW also is airing daily *Paul Brown Show* for 26 weeks and feeding it to a network of 10 stations as part of agreement. Games are being sponsored on WLW by Burger Brewing

through Midland Advertising, Tresler-Comet Gasoline through J. E. Freedman Advertising and Cincinnati Chrysler-Plymouth through Young & Rubicam, each one-fourth; Union Central Life Insurance through Adams Gaffney Grant with one-eighth and one-eighth is open. WLW has three local pregame features. The preview show is sponsored by Cinderella Cleaners through Jackson, Aristotle & Behan, the *Coach's Corner* is sponsored by First National Bank through Northlich-Stolley and the warmup feature is sponsored by Patridge Meats through Allen, Anderson Niefeld & Paley. WLW's two half-time features are sponsored by Central Trust Bank through Stockton West Burkhart and State Mutual Life Assurance Co. through J. S. Freedman. The postgame *Highlights* show is sponsored by Carter's Restaurants through Richard Peck Advertising. The postgame *Star of Game* is taken by Ohio Appliance Co. (RCA) through Byer & Bowman. Phil Samp is doing play-by-play and Jimmy Crum doing color.

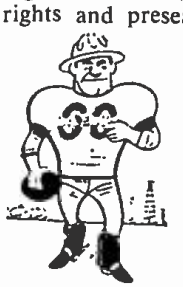
Three preseason games are being aired on the four Avco TV stations in addition to the regular AFL schedule on NBC-TV. The exhibition games on WLWT(TV) Cincinnati, WLWD(TV) Dayton, WLWC(TV) Columbus and WLWI (TV) Indianapolis are being sponsored one-quarter each by Burger Brewing through Midland and Marathon Oil through Campbell-Ewald with the other two quarters sponsored locally in each market. Mr. Samp and Omar Williams call the games.

Denver Broncos ▪ KTLN Denver is broadcasting five preseason games and 14 regular-season games. About 40 stations on the Intermountain Network are carrying the games. Bob Martin is doing the play-by-play and Bob

McCullough handles the color. The sponsors of the games are Humble Oil Co. through McCann-Erickson; Jos. Schlitz Brewing through Leo Burnett; Denver U.S. National Bank through Henderson-Bucknum, and Public Service Co. of Colorado, placed direct. *Ask The Coach*, a 15-minute pregame program, is being sponsored by the First National Bank through Sam Lusky & Associates. Perl Mack Construction through Flesher Advertising sponsors a second pregame show. The 10-minute *Scoreboard* is sponsored by Roger Mauro Chryslerville through AMA Advertising. This is followed by *Pigskin Playback* sponsored by the Seven Eleven Stores through The Stanford Agency. Following is a one-hour telephone discussion of the game with participating sponsors.

KOA-TV Denver will take the AFL schedule from NBC-TV.

Houston Oilers ▪ Majestic Advertising, Milwaukee, has acquired radio rights and preseason TV rights to the



Oilers games. It is packaging the 19-game schedule, including five exhibitions, to a 17-station radio network in Texas and Louisiana. KILT Houston is the originating station. The games are sold on the network with one-half to Lone Star Brewing through Glenn Advertising and one-quarter each to Dodge through BBDO and Southwest Bell placed direct. Bill Enis and Ed Dittert are doing play-by-play and color. A 10-minute pregame show and five-minute postgame show are fed to the network for local sale.

Two preseason games are being televised on a four-station Texas network under a Majestic package. The games are on KTRK-TV Houston, KDTV Dallas, KSAT-TV San Antonio and KBMT Beaumont. Schlitz through Leo Burnett has one-half with Dodge and Southwestern Bell each taking one fourth. KPRC-TV Houston will carry the AFL games from NBC and plans a pregame show with Oilers Coach Wally Lemm.

Kansas City Chiefs ▪ KCMO Kansas City is again originating for a radio network of some 45 stations in Kansas,

Missouri, Nebraska and Oklahoma the five exhibition games plus regular season. Interstate Securities through Ballantine Radford and National Fire Sprinkler Corp. placed direct each sponsor one-quarter on the network apart from KCMO. Interstate Securities is buying one-quarter on KCMO locally. Other local one-quarter sponsors are Country Club Dairy through Bauer, Tripp, Henning & Bressler and Schlitz Wholesalers through Mace Advertising. Local one-eighth sponsors are U. S. Supermarkets through Vern Siddall Associations and Sanatone Cleaners placed direct. City National Bank through Biddle Agency has the KCMO pregame feature while Aamco Transmissions through Sher & Jones has the postgame scoreboard. The KCMO postgame locker room show after home games is being sponsored by Swift Dodge through Arthur Katz. Tom Hedrick does play-by-play and Bill Grigsby does color.

KMBC-TV Kansas City for the second year is originating special regional networks of preseason games, this year not only of the Chiefs but also the Houston Oilers, both projects much expanded over the seven-station network of the Chiefs last season. A total of seven exhibition games are involved, three in color, with the Chiefs packaged in five games and the Oilers in two events. The Chiefs plan represents the first year of a new five-year pact. The Chiefs network totals 21 outlets, the Oilers. a dozen or so. Cosponsors of the Chiefs on KMBC-TV are Wilson & Co. through Campbell-Mithun, Falstaff Brewing through Dancer - Fitzgerald - Sample, Plymouth Dealers through Young & Rubicam and RCA Victor Distributing Co. through Associated Advertising. Co-sponsors on KMBC-TV for the Oilers games are Household Finance through Needham, Harper & Steers; Schlitz through Burnett; Commerce Trust Bank and Blue Cross, both through Valen-

Radio and local TV revenues of major colleges

Conference	Schools	Radio Stations	TV Stations	Total Revenues
AAWU	8	141	10	$ 354,500
Atlantic Coast	8	254	16	72,500
Big 8	8	237	27	86,000
Big 10	10	223	41	175,500
Ivy League	8	31	8	20,400
Mid-America	7	48	9	11,800
Missouri Valley	6	24	3	15,000
Southeastern	10	420	63	216,000
Southern	7	35	3	8,200
Southwest	8	200	18	118,300
Western Athletic	8	81	8	31,300
Independents*	32	504	225	242,450
Total	120	2,198	428	$1,351,950

* Does not include Notre Dame revenues from Mutual.

tine-Radford. Seven local pregame shows are being shared by Cooper Tires, direct, and Mildren Food Stores through Ferman & Papin. Announcers are Charlie Jones on play-by-play and Tom Kelly and John Sanders on color.

WDAF-TV Kansas City, which is carrying the NBC-TV coverage of regular-season games, has a package of pregame and postgame shows. Household Finance through NH&S takes one-quarter while Lee Wholesalers (Zenith) through Sher & Jones and Kroger through Campbell-Mithun each take one-eighth.

Miami Dolphins ▪ WIOD Miami is again originating the Dolphin's five exhibition and 14 regular-season games to a Florida radio network of 30 stations. Velda Farm Dairies through Sanford Advertising is the major sponsor with participations sold locally. Bob Gallagher and Henry Barrow are doing play-by-play and color. The pregame shows are the 15-minute *George Wilson Warmup* with the Dolphin coach and a 10-minute program with Jim Ruppert. The *George Wilson Report,* a nightly five-minute program, is still open. Velda Farms is also sponsoring Dial the Dolphins, 7:05-8 p.m. Mondays, and Monday-Friday twice daily interviews with players wives by Mrs. Wilson.

WCKT(TV) Miami will televise one exhibition game Aug. 23. It will be from Jacksonville, Fla. in black and white and sponsored by Johnnie & Mack, automobile paint shop, placed direct. A half-hour pregame show is going to participating sponsors. WCKT will also carry the AFL schedule from NBC.

New York Jets ▪ WABC New York is covering five exhibition and 14 regular games in the fourth year of a six-year contract. Sponsors are Chevron Oil and Schaeffer Beer through BBDO, Manufacturers Hanover Trust through Young & Rubicam, and New York Buick Dealers through Communications Counselor. Merl Harmon does the play-by-play with Sam DeLuca on color. Sponsor for the 10-minute pre- and postgame shows is House of Worsted Tex through Altman, Staller & Chalk.

WOR-TV New York is presenting five exhibition games. Sponsors are: Chrysler-Plymouth Dealers through Y&R, Rheingold Beer through Grey Advertising, Wilkinson Blades and Mobil Oil through Doyle Dane Bernbach and Bankers Trust through Ted Bates. Charlie Jones is doing the play-by-play on the first four games with Bob Murphy calling the last. Dick Young is doing the color on all five games. WNBC-TV New York will carry the regular AFL schedule from NBC.

Oakland Raiders ▪ KNEW Oakland, in the third year of a three-year contract, is feeding five preseason games and 14 regular-season games to a 16-station regional network in California and to one station in Reno. Union Oil Co. through Smock / Waddell; Central Valley Bank through Meltzer, Aron & Lemen; and Grodins of California through the Wyman Co. are sponsoring the games. Foremost Dairies through Gross, Pera & Rockey; Ranier Ale through Mark Barnes; Treesweet through Marsteller; Canadian Pacific Airlines through Hoefer, Dieterich, and Brown, and Volvo through Scali, McCabe, Scoves are sponsoring locker-room. pregame and postgame shows. Bill King is doing the play-by-play on radio and Van Amburg does the color.

KRON-TV San Francisco will carry the regular NBC feeds of AFL games.

San Diego Chargers ▪ KFMB San Diego, in the last year of a four-year contract, is carrying five preseason and 14 regular-season games. They are fed to a 22-station regional network in California, Arizona and Nevada, six stations larger than the network assembled last season. Lyle Bond announces these games. Sponsors are Home Federal Saving & Loan Association through Lane & Huff/Advertising; Jos. Schlitz Brewing through Eisaman, Johns & Laws; Ford Dealers through J. Walter Thompson. Pre- and postgame shows are being sponsored by Douglas Oil through Honig-Cooper & Harrington, and Adohr Dairies through Stanford Agency.

KCST(TV) San Diego has a one-year contract for the Chargers' preseason games. The new UHF station's agreement calls for KCST to provide live coverage of two preseason road games and Monday night tape replays of three home preseason games. All five games carried by KCST are in color. Bob Chandler and Emil Karas are doing play-by-play and color. The games are fed to KHJ-TV Los Angeles, with efforts being made to include other stations in California. Pre- and postgame programing is sponsored by Fed-Mart Stores through Carson/Roberts. The station also is carrying a 1968 *Kickoff Special* program, highlight shows of all preseason and league games, a Sid Gillman coaches' show, and all AFL games not shown by NBC-TV.

KOGO-TV San Diego will carry only the AFL schedule from NBC-TV.

Dairy firm plunges into football

Professional football, the darling of cigarette, automotive and beer advertisers, this year has won new support from a dairy farm. In what amounts to the heftiest TV campaign ever undertaken by the firm, the Adohr Farms division of the Southland Corp., Dallas, is heavily involved in the coming football fortunes of the Rams in Los Angeles and the Chargers in San Diego.

The dairy products firm, which unlike its parent company is California-based, is sponsoring the 10-minute *George Allen Show* on KMPC Los Angeles, and the pregame program featuring Charger announcers Lyle Bond and Bob Blum on KFMB San Diego. The Adohr broadcast campaign also includes a half-hour color show starring Charger coach Sid Gillman on KCST(TV) San Diego every Wednesday at 7:30 p.m.

To promote its broadcast campaign, Adohr will hand out trophies at weekly meetings of the Football Writers Association in Los Angeles and at Charger Booster luncheons in San Diego to the Ram and Charger "player of the week." Adohr will also present "Coach Rod Roach," a one-minute spot campaign on KLAC Los Angeles. KRLA Pasadena, KEZY Anaheim, KBIG Avalon-Santa Catalina and KFOX Long Beach, all California. In the spots, Coach Roach will give humorous and atypical answers to questions posed on a typical football situation.

In further support of the broadcast effort, Adohr drivers will leave Ram and Charger football schedules for each home delivery customer.

Adohr's entire campaign is being handled by and placed through the Stanford Agency, Dallas.